

# ENERGY UPGRADE CALIFORNIA™

in San Diego County

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April 20, 2011



# ENERGY UPGRADE CALIFORNIA

ONE NAME. ONE BRAND. ONE-STOP SHOP.



# Energy Upgrade California Overview



- Partnership between the California Energy Commission and Public Utilities Commissions
- Collaboration with the local city and county governments, investor-owned utilities and municipally-owned utilities
- Vision: Create a sustained home performance industry and transform the market for energy efficiency existing home retrofits



# Energy Upgrade California in San Diego County



# Energy Upgrade California Goals

## THE OPPORTUNITY IS **NOW**!!

- On-ramp on the path to Home Performance
- Drive “house-as-a-system” comprehensive solutions
- Create strong industry of top-quality home performance contractors in the San Diego region
- Improve comfort, health, safety and energy performance of San Diego’s existing homes
- San Diego 2013 Goals:
  - Retrofit over 3,600 homes
  - 150+ Energy Upgrade Contractors

# SDG&E Whole House Program



- CCSE and SDG&E working collaboratively in the region with other stakeholders
- CCSE directly assisting SDG&E Whole House with contractor recruitment and training
- Goal 150 contractors
- Progress to date:
  - 28 Approved contractors with 9 in progress
  - 43 projects either completed or in progress







Energy Upgrade California is your one-stop-shop for home improvement projects that lower your energy use, conserve water and natural resources, and make your home healthier and more comfortable.

Use this website to:

- Plan your upgrade projects
- Locate participating contractors
- Find rebates and incentives

Reduce energy use.  
Save money.  
Create jobs.

### Find Out More

Take a home energy tour

Go »

### Get Started!

Enter your zip code to find local rebates and contractors

92123

Go »

#### Upgrade News

Subscribe

#### Roberto's Energy Upgrade

Follow Roberto on a tour of his home, his attic and

#### Meet the Sanchez Family

The Sanchez family is aiming for 35% energy

# Paths to Participation



A  Sempra Energy utility<sup>SM</sup>

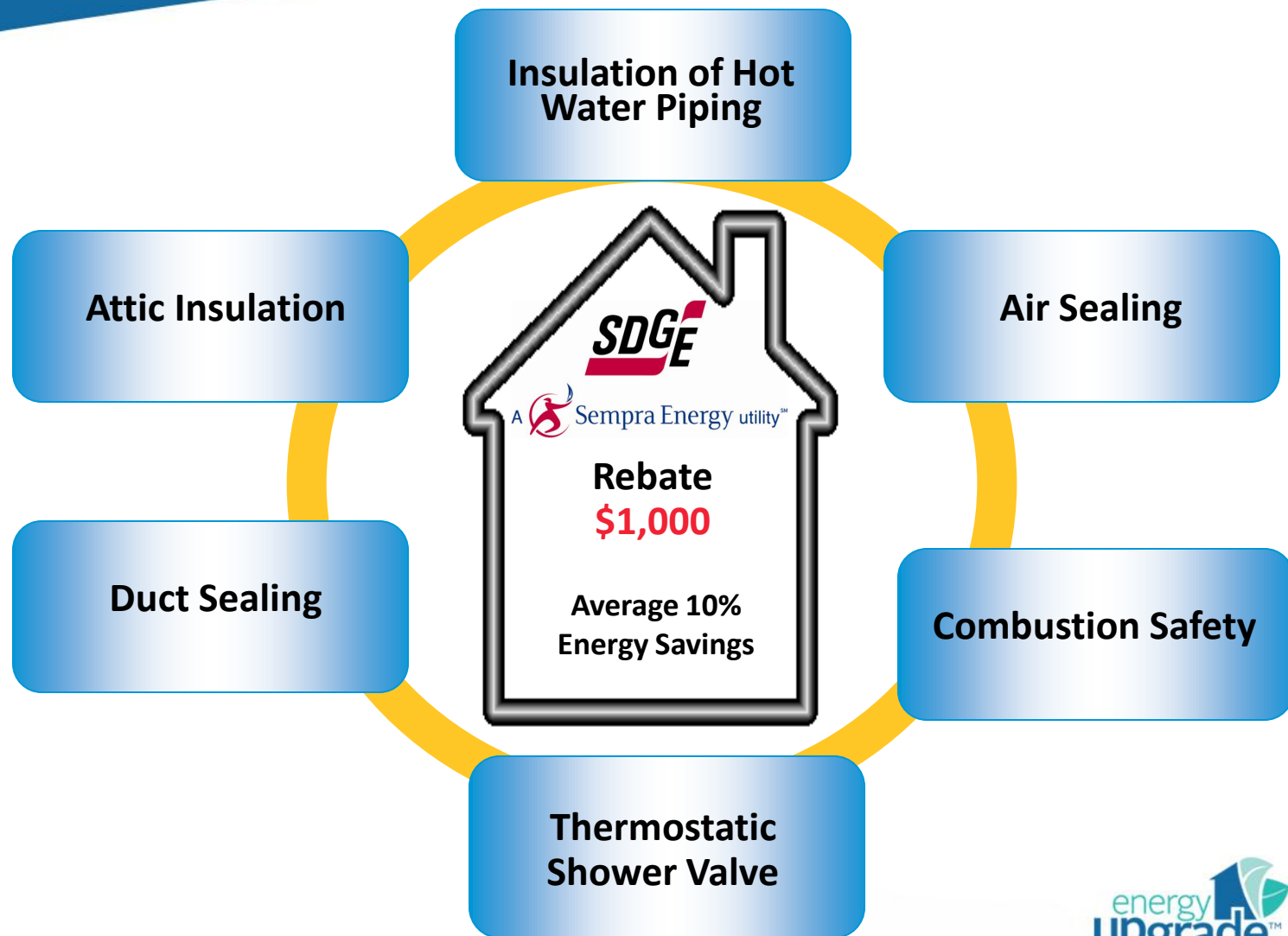
Basic Energy Upgrade  
\$1,000 Rebate



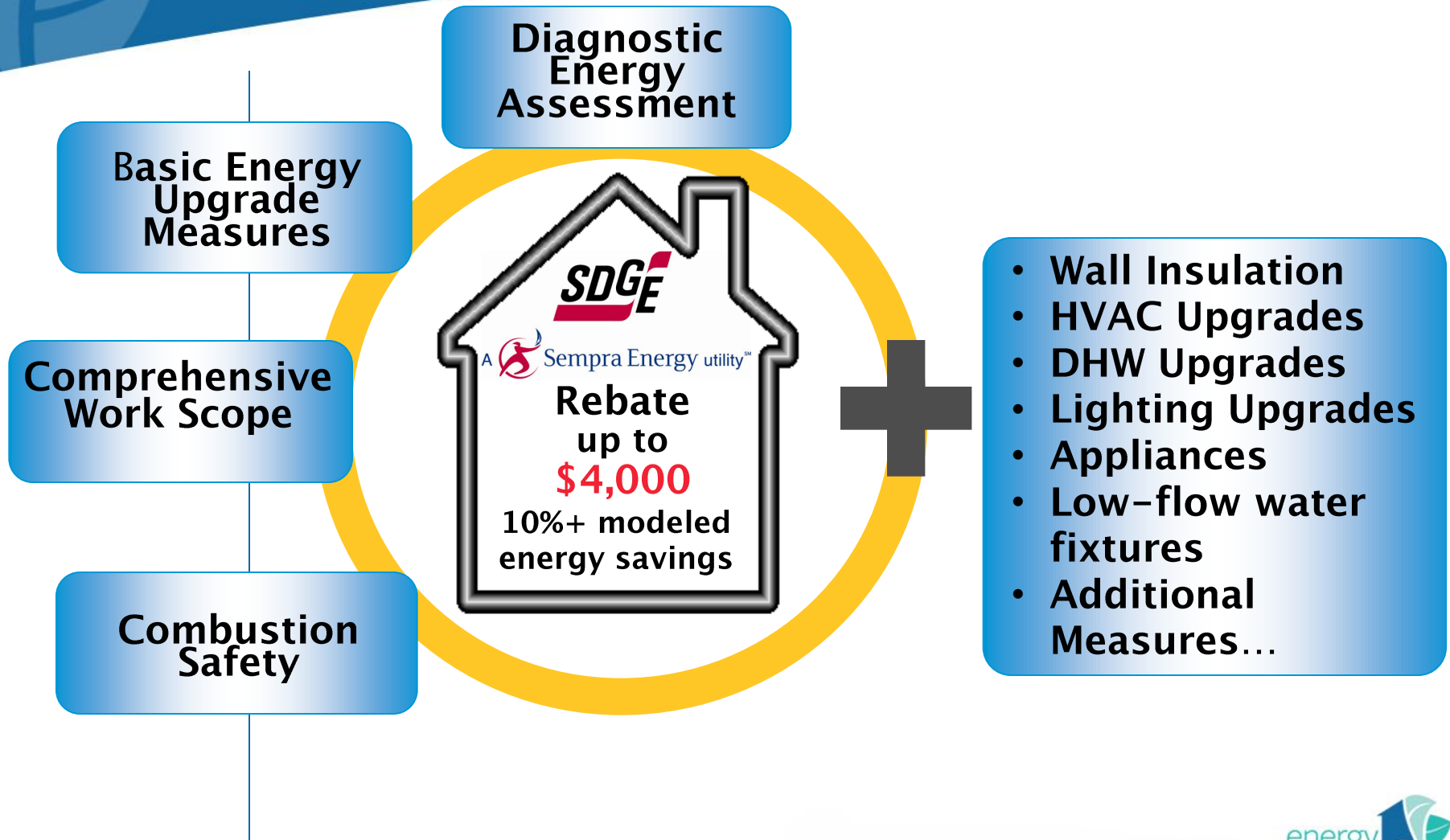
Advanced Energy Upgrade  
\$1,250 to 4,000 Rebate



# Basic Energy Upgrade



# Advanced Energy Upgrade



# Advanced Energy Upgrade Rebates



Home Energy Savings	Advanced Rebate
10%	\$1,250
15%	\$1,500
20%	\$2,000
25%	\$2,500
30%	\$3,000
35%	\$3,500
40% +	\$4,000

- Plus up to \$500 in Federal energy tax credits and Chula Vista matching rebates

# County of SD Comprehensive Retrofit Program



- CCSE - single-family (SF) homes - 1000 units
- HMG - multi-family (MF) homes - 1000 units
- Focus on workforce development and marketing and outreach
- No rebates or incentives in grant; HMG working on other sources of MF incentives
- Stipends toward training and boot camps
- CCSE plans to support contractor marketing for SF homes with co-op marketing funds and labor
- Limited budget for support of regional EUCA awareness



# Better Buildings

- US Department of Energy Grant

41 jurisdictions across the country awarded funds to create and test innovative energy efficiency programs

- Part of Energy Upgrade California

Consortium of jurisdictions led by LA County awarded \$30M to test strategies to generate demand for Home Energy Upgrades

- Four Pilot Programs in the San Diego Region

The California Center for Sustainable Energy, a local non-profit, represents the San Diego Region in the grant

Pilots include:

- 1) Neighborhood Approach
- 2) HVAC Contractor Outreach
- 3) Retailer Partnership
- 4) Community Based Social Marketing Campaign



# Questions?

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